ABSTRACT OF THE DISCLOSURE

A method and system for localized advertising using localized 3-D templates is disclosed. In one embodiment, a method for providing enhanced advertising of a 2-D video broadcast, comprises receiving the 2-D video broadcast, wherein the 2-D video broadcast comprises a 2-D advertisement containing a 2-D image, and one or more 3-D shapes of text; generating a 3-D highlighted image from the 2-D image; applying the 3-D shapes of text to the 3-D highlighted image to generate a localized 3-D highlighted image; and displaying the localized 3-D highlighted image to a specific viewer.